

## **Mystery Shopping Results**

February 2012

### **Introduction**

Although seven residents volunteered four this round, only four were actually able to complete their shops. The mystery shoppers were given four or five scenarios each to complete. A total of 15 shops were completed, testing 8 different scenarios. This means that many of the scenarios had only one shop completed. Nonetheless, the results can give a snapshot of the service.

### **Findings** (Detailed results are attached.)

#### **Customer Care**

All calls were answered within 60 seconds, with 77% within 30 seconds.

Both e-mail shops were responded to in seven working days, outside the service standard of 5 days.

The new greeting is being used more consistently than in the last round. One person did not say 'Solon Housing' and two did not give their name.

In two shops, callers were transferred or offered a call back. In the transferred call, the shopper was told which department they were being transferred to, but not the name of the person or why they were being transferred. The shopper who was called back received their response within 1 day.

Satisfaction with calls was lower than the last round. The most notable drops were callers feeling that; 'they were helpful' at 62% (86% last round), 'they fully answered my enquiry' at 62% (78%), 'they were efficient' at 62% (89%) and 'they treated me as an individual' at 69% (81%).

When asked to choose a single word to sum up their feelings about the call, 85% chose positive words (similar to the last round), however three calls resulted in the shopper choosing 'dissatisfied'.

Additional comments focussed on feeling rushed and that the person was uninterested. One caller commented that the member of staff was very efficient.

#### **Specific Scenarios**

Two shoppers were given incorrect opening times for the office.

Only one of two shoppers enquiring about a complaint was told who would deal with it and the timescales involved. The other shopper also had to prompt to be told about ways of making a complaint other than on the telephone. Neither shopper was told they could complain through the website.

Shops about chargeable repairs were handled well, although one of these was an e-mail and was not responded to for seven working days.

Two calls were made to ask for rent balances and a statement to be sent. While the information given was good and statements were received within 24 hours, again neither caller was asked for their rent account number and only one for any security information.

Two shops asked about repairs appointments outside office hours (one by e-mail). Both were told that appointments are not available outside 8-5, with one being told that this was because out of hours appointments are expensive.

The shopper asking about an adaptation was told that Solon can fit grab rails, but again was told that an OT assessment was necessary for this to happen.

## **Actions**

Further training is required on the complaints process and how to handle queries about complaints. Solon's commitment to the aids and adaptations local offer, offering out of hours repairs appointments and the importance of data protection (the need to ask security questions when giving rent details etc) need to be re-enforced.

## **The Process**

This round was less successful than the last one, as three shoppers were unable to complete their shops. This may have been partially due to the timing.

## **Future Rounds**

It would be sensible to attempt to recruit more mystery shoppers to try and avoid a similarly low response rate.

The possibility of working collaboratively with Brunelcare's residents has not been explored as Brunelcare have not been in a position to pursue this, but this could be followed up.

It would be useful to spread calls over a longer period of time, with staff being told that they may be mystery shopped at any time (this would apply to real-time mystery shopping anyway).

Real-time mystery shopping still needs to be implemented.

## **Proposals**

1. To spread calls over a longer period for future rounds and advise staff that they could be mystery shopped at any time.
2. To follow up the possibility of working with residents of other organisations to mystery shop each other.
3. To work with residents to develop 'real-time' mystery shopping forms and processes.